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AMERICAN GROWN
"1
ANTIRRHINUM

SEED RECEIVED
★ AUG 2 1923

U. S. Department of Agriculture

OUR LIST FOR 1915



F. W. Fletcher & Co.
"1
AUBURNDALE, MASS.

Established 1892

Our aim is to produce the best seed only.

MAJUS GRANDIFLORUM

Tall, large flowers

PHELPS' WHITE

Perpetual flowering. The best white for greenhouse culture and a good border plant.

GOLDEN YELLOW

Stiff stems, flowers large and prettily waved.

CRIMSON VELVET (Fletcher)

Glowing, velvety crimson. Very large flowers and a tall grower. One spike of flowers is a bouquet. Especially good for the border.

SILVER PINK (Buxton)

Well-known and always a popular color.

NANUM, (Half Dwarf)

QUEEN LAVENDER (Fletcher)

A decided novelty in color—a soft, clear lavender, the first ever introduced.

VIRGINIA (Richwagen)

Bright pink, very compact spike. A great favorite in the Boston market.

FLAME

A recent English introduction. Orange scarlet, and the best of its color.

ROSE DORE

Clear salmon pink, a shade always in demand. A standard variety.

SPECIAL OFFER

To make sure that nothing but strictly fresh seed of the Antirrhinums offered by us in sealed packets, reaches the public, we agree with every seedsman stocking our seed, and *listing and featuring the same in his catalogue*, that, in September, 1916, we will accept, at cost value, all packets of this year's date, with seals unbroken, in exchange for new seed. Thus the dealer is encouraged to carry a good stock, without risk, and we are insured against old seed being offered under our name. If this offer attains the above objects, it will be made a permanent feature.

Auburndale, Mass., June 1st, 1915.

F. W. FLETCHER & CO.

DISCOUNT, TO BONA FIDE SEEDSMEN ONLY, 50%



WHOLESALE GROWERS

FLOWERS
PLANTS
SEEDS
BULBS

ORIGINATOR OF ANTIRRHINUM NELROSE, FLETCHER'S
GIANT FRESSIA AND OTHER STERLING NOVELTIES

ESTABLISHED 1892

F. W. FLETCHER & CO.

F. W. FLETCHER, PROP.

AUBURNDALE, MASS.

SPECIALTIES:
ANTIRRHINUMS
FREESIAS
MARGUERITES

TELEPHONES

AMERICAN-GROWN ANTIRRHINUM SEED

For fourteen years, or more, I have been growing and cross-breeding Antirrhinums. During all this time I have been impressed with the unsatisfactory results obtained from seed, as grown by present methods. In the course of my work I have found the seed to vary, in percentage true to description, from 2% to 60%, with a probable average of about 35%.

All who have watched the trend in floricultural matters, will agree, I believe, that the Antirrhinum is rapidly coming into popular favor, owing largely to the improved varieties offered. When flowers of improved kinds are retailed for \$5.00 per dozen, as they have been, in New York and Boston, the past three winters, it is pretty good evidence that the public is ready to welcome anything really good in snapdragons. But improved varieties are not wholly satisfactory to the grower unless a large percentage of the seed purchased produces flowers true to type and color.

At the request of two or three prominent seedsmen, I have agreed to grow a quantity of seed of varieties of my own origination (and of which seed has never before been offered) and also of the best new and standard kinds of other American and European plant breeders. The list, for 1915, as far as completed, is enclosed.

THE FLETCHER WAY OF GROWING SEED

A quantity of all the varieties is grown in the greenhouses for winter flowers. From each variety the two or three best plants are selected, as nearly perfect in habit and color of flower as possible. From these selected plants enough cuttings are propagated for the seeding beds out of doors. Thus we are growing seed only from the two or three most perfect plants of each variety, instead of from a bed of seedling plants, from which a few of the poorest plants have been "rogued,"—the present method. The plants for seed go into the ground outside about May 1st, enabling us to gather seed and make deliveries in September, in time for the gardener and florist trade. At the time of flowering each bed is covered with cheese cloth, to prevent any cross-fertilization by insects. We believe that by this method we can produce the purest and best Antirrhinum seed ever offered. Will you help us to put it in the hands of the thousands of people already interested in this beautiful flower?

The seed will be put up only in sealed packets, containing 250 seeds or more. The retail price will be 25c. per packet, with usual discount to seedsmen only. Half packets, containing one-half quantity, to retail at 15c. can be supplied, if desired. Our seed envelopes are small and intended to be enclosed in the regular envelope of the dealer. On the face is printed only the name of variety. The seal on back is lettered: "Fletcher's Antirrhinums, 1916." This year the quantity of seed grown will be limited and, to ensure acceptance, we advise early orders.

F. W. FLETCHER

June 1, 1915



NANUM GRANDIFLORUM

Large Flowers

NELROSE (Fletcher)

Coral pink. The first of the perpetual-flowering race. Winner of many medals and other awards in America and Europe. In a class by itself, both for the greenhouse and for bedding.

PINK GEM

An English introduction of 1915. Has an ideal, bushy habit for bedding, large flowers and fine color.

CARMINE QUEEN

Another English variety and a standard in its color.

DIANA

A this year's European novelty, and a promising variety. Bright pink with white throat.

BRONZE BEAUTY (Fletcher)

Another new color, a rich terra-cotta bronze, very hard to describe, but a winner, either for the greenhouse or for planting out. Large, compact truss.

TOM THUMBS

Sutton's Varieties

WHITE QUEEN CRIMSON KING
YELLOW PRINCE

PRICE of all varieties, 25c per packet

AWARDS

Fletcher's Antirrhinums, including
Nelrose, have been awarded
the following prizes:

Silver Cup, International Show
New York

Silver Medal, Massachusetts Horticultural
Society, Boston

Silver Medal, Scottish Horticultural
Society, Edinburgh

Award of Merit, Royal Horticultural
Society of England

Certificate of Merit, Society of American
Florists

and Fourteen First Prizes at
American and Foreign Shows

FLETCHER'S VARIETIES
are the result of years of intelligent and
careful work